

Validoo MediaStore

enables our customers to create and share standardized product images for all sales channels

60 Recipients

1010
Manufactures

120 000
Images

30% CGI
New Hero



Pilot: Mobile Hero Ready Images

Objective: to help brand owners and retailers by establishing common guidelines mobile hero images

Goal: Define the minimum set of guidelines that brand owners and retailers can follow to achieve consistency in creating, sharing and displaying hero images

Reference group: Ica, Coop & Mathem (retailers)
Essity, Carlsberg, Di Luca, Orcla Foods, Dr Oetker & Unilever

Reflections of usage Cambridge model



Remove unreadable information from image
 Improve legibility of key information on pack
 Remove icons like "Fair trade"- yes if retailers show the icon in their web shop

Squarish, use full canvas – suitable for other package type if cropped, not only 2D, Package type/form is important



Addition of variation information in graphical devices like banners – mixed opinions among users, more noise?



Mobile Hero Online Optimized Pack shots @ Essity



Hero packshot initiatives @ Essity

Some examples of Mobile Hero Online Optimized Packshots we have done



Edet toilet paper

- Pilot project together with Validoo
- High realism, based on Cambridge study



Libero Touch diapers

- Cooperation with local Swedish agency
- Inspired by Cambridge, focus on category specific elements



TENA monthlies incontinence care

- Dedicated online assortment @ Amazon
- Medium realism, neutral pack coloring makes elements stand out



Plenty household paper in UK

- Our most refined CGI hero image so far
- Lowest realism, hero image that should really stand out

Internal Essity commercial content guidebook

EXAMPLE: HERO-MAIN PACKSHOT



31



Bigger roll count, bottom left corner in alignment with category

Removal of small prints

Show how many rolls are inside the pack visible

Bigger claim

FROM GOOD TO BETTER:

Shopper relevancy!
Consider cleaning the packshot & stressing important elements of hero SKUs in order to point out the most relevant information for the shopper.



Bigger & bolder product name
Removed small text (text)

(Standard Packshots)

(Hero Packshots)



The challenge

To agree on a common standard for all manufacturers and retailers + deliver the optimal online shopper experience

The image displays six distinct product listings for Libero baby diapers, highlighting inconsistent design and presentation across different retailers or manufacturers:

- Listing 1:** Clean layout with a green circular logo. Product: "Blöjor Touch 4, 7-11 kg LIBERO, 48 st." Price: "119:- /st". Includes a green "Köp" button.
- Listing 2:** Features a red promotional banner: "Kampanjvara 3 för 359:-". Product: "Blöjor Open Touch (4) 7-11kg 48-p Libero". Price: "119,66 /st". Includes a red "Köp" button.
- Listing 3:** Simple layout with a white background. Product: "Touch 4 7-11kg Libero, 48PC". Price: "118⁹⁵". Includes a green "KÖP" button.
- Listing 4:** Product: "Storlek 4 7-11kg Blöjor 48-p Miljömärkning Libero". Price: "119 kr". Includes a purple "+" button.
- Listing 5:** Product: "Blöja Open Touch Size 4 LIBERO 48P/ST". Price: "117⁰⁰ /st". Includes a red "+" button.
- Listing 6:** Complex layout with a red starburst: "99,00 /st". Product: "Blöja Open Touch Size 4 LIBERO, 48p/st". Price: "124,00 /st". Includes a quantity selector (0 st) and a red "+" button.

Below the main listings is a summary bar for "Blöjor Touch 4, 7-11 Kg 48St LIBERO, 48-pack" with a price of "119,00 kr" and a blue "+" button.

The lack of standard for Hero Images

Without a standard some issues are...

Situation	Consequence
All manufacturers takes a different approach	Retailers will end up with a potpourri of different kind of images. Will negatively impact the online shopper experience
Different manufacturers will approach retailers with different assets and in different ways	Some retailers are resistant to the initiative since there isn't a standard in place
No guidance or standard for where elements in image should be placed	Without standard all retailers will have a different approach on where on top stickers will be placed
No guidance on which elements to include in hero images	Challenge to find right balance of information to address new vs loyal shoppers
We don't know how to deal with languages	Confusion about if we should have English across all markets or should localize

Reflections – key takeaways

- Brand, variant, format and size should be highlighted
- Icons – 3rd party logos e.g. Fair trade, enhanced in image or out of image in web shop, both?
- Identification Mobile Hero images vs Packshots (M2M & UI)



Vego Burgare 300 g



Pizzasås Vitiök 40 g



Ekologisk Alkoholfri Öl 33 cl

Which guidelines need to be harmonized and to what level?
Keep it simple!

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